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**STRATEGI *PUBLIC RELATIONS* DALAM MENGELOLA CITRA *THE BODY SHOP* MELALUI PROGRAM CSR *GREEN MONTH CAMPAIGN* (PERIODE MARET-APRIL 2015)**

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*Abstract*

*The research was conducted with the objective of understanding the strategy used by The Body Shop's Public Relations to manage the image of the company through Corporate Social Responsibility. Analyzing the obstructions that are faced when carrying out CSR activities, and finding the solutions to those obstructions. The concept being used for this research are communication, PR, corporate image and CSR. The research utilize qualitative approach by using research decriptive-qualitative method. The data gathering methods was conducted through interviews, observations and documentations. On the other hand, the method of analysis that being used are Data Reduction, Data Display and Verification, and the triangulation of source as a means to validate data. The results shows that, The Body Shop's Public Relation strategy is using all the strategic elements from PENCILS in order to manage its corporate image. The conclusion from this reserach is that The Body Shop's Public Relations has conducted its job quite optimal, also its PR strategy capable of handling various obstacles by implementing its strategic solution that being planned carefully by the company. (ASR)*

*Key words: Corporate Image, CSR, Public Relations, Pencils Strategy*

## *Abstrak*

*Penelitian ini dilakukan untuk mengetahui strategi public relations The Body Shop dalam mengelola citra perusahaan melalui kegiatan Corporate Social Responsibility, serta mengetahui hambatan dan bagaimana solusi yang dilakukan oleh public relations The Body Shop melalui kegiatan CSR yang dilakukan. Konsep yang digunakan pada penelitian ini ialah konsep komunikasi, public relations, citra, dan CSR. Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian deskriptif-kualitatif. Metode pengumpulan data dilakukan melalui wawancara, observasi dan dokumentasi. Sedangkan teknik analisis data yang digunakan yaitu reduksi data, display data, verifikasi, dan menggunakan triangulasi sumber sebagai teknik keabsahan data. Dari hasil penelitian yang didapat, menunjukkan bahwa strategi public relations The Body Shop dalam mengelola citra perusahaan menggunakan seluruh elemen dari strategi PENCILS. Simpulan dalam penelitian ini yaitu public relations The Body Shop telah menjalankan strategi public relations secara optimal, dan public relations mampu mengatasi hambatan yang dihadapi dengan baik menggunakan solusi yang telah direncanakan. (ASR).*

*Kata Kunci: Citra Perusahaan, CSR, Public Relations, Strategi Pencils*